



Get More Exposure at The **2003 USA Organic Pavilion** in **FOODEX JAPAN** and **Food & Hotel Korea**

FOODEX Japan takes place March 11-14, 2003 and Food & Hotel Korea takes place March 18-20, 2003

Why Japan?

- ❖ Organic products are considered among the top ten "best" import prospects.
- ❖ The export volume to Japan is estimated to be between \$40 million and \$60 million, and growth rates between 30% and 50%.
- ❖ Trade sources expect a pronounced increase in organic trade with Japan through the recently enacted Japanese National Organic Standards.
- ❖ Japan's current growth rate as well as the high price premium paid for organic food make Japan a prime target for US organic exports.



Why Korea?

- ❖ Locally produced organic food was valued at \$59 million in 1998.
- ❖ According to a recent survey, 30 percent of consumers indicated a willingness to pay 50 percent more for organic than conventional products.
- ❖ Korean imports of organic ingredients were valued at about \$2 million last year.
- ❖ Increased consumer awareness and recent growth in disposable income, this market holds promise for organic imports. Best prospects for U.S. exporters include organic ingredients and consumer-ready products.



The Details Come Later ...Read This for Now

1. Budget package will be available for companies exhibiting in the Organic Pavilion including the Food Show PLUS! Package which includes: A translation of your company's profile, interpreter at your company's booth, invitation to buyers, competitive product survey (Japan), press releases to the Media (Japan), retail guided tours (Japan) and three pre-arrange meetings with buyers (Korea).
2. Participants traveling to Japan or Korea for these shows may be eligible for 50% cost reimbursement for certain travel expenses and exhibitors fees through our Branded Program.



For more information about the US Organic Pavilion please complete this form and return it via fax to 312.944.1144 or call Lora Klenke at 608.224.5119 or Kim Hamilton at 217.782.5809 no later than **December 20, 2002**.

_____ Yes, I'm interested in the US Organic Pavilion at FOODEX JAPAN

_____ Yes, I'm interested in the US Organic Pavilion at Food & Hotel Korea

Name

Company

Address

City, State, Zip

Phone

Fax

E-Mail

The Organic Pavilions are co-sponsored by the State Regional Trade Groups (SRTGs), which are private, non-profit associations that offer services to help U.S. companies promote their products in foreign markets.

MIATCO and Food Export USA prohibit discrimination in employment and services. Persons with disabilities who require alternative means for communication of program information or to request our full non-discrimination policy, please contact us.